



Technology Transfer Centers

Funded by Substance Abuse and Mental Health Services Administration

Welcome!

The Six Elements of Effective Coalitions: Session 3

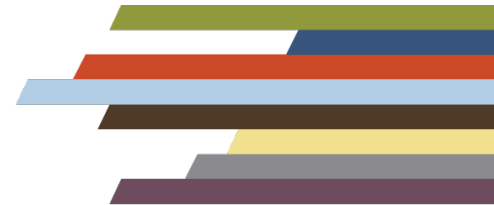
Goal Directedness and New Skills



PTTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The Webinar Is Now Live



- This webinar is being recorded and will be available for future viewing along with a copy of today's slides.
- The slides are shared in the chat feature

Technical Information

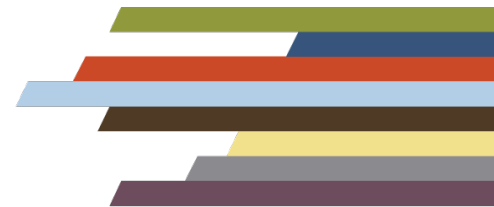


- This webinar is being recorded and archived, and will be available to all webinar participants.
- This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.
- Audio will stream through your computer or device
 - If you prefer to call in, the phone numbers are included in your registration confirmation.
- If you are experiencing technical difficulties, please be sure that your audio is properly connected via phone or computer. Calling in through your phone may be helpful.

Chat and Q&A



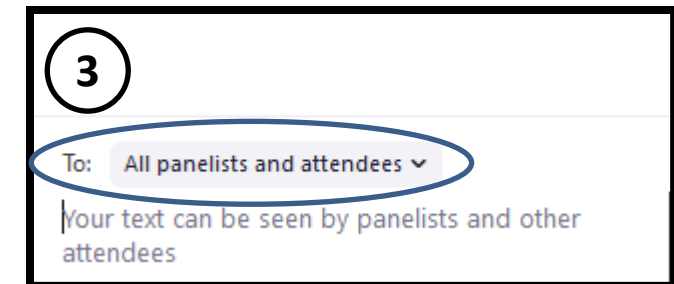
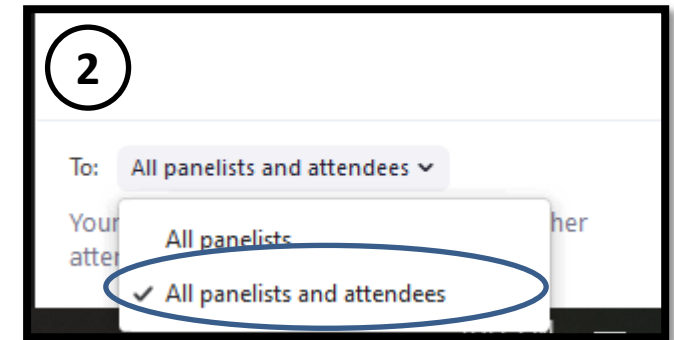
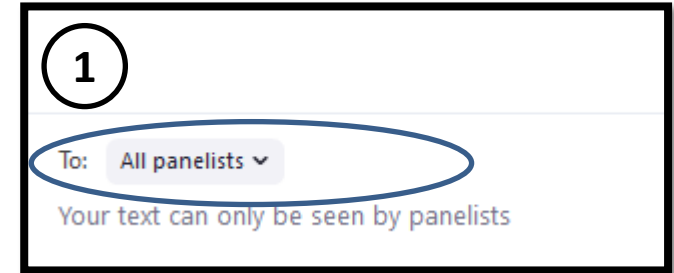
- We welcome your thoughts and hope for a rich conversation using the chat box feature.
- You may also type questions for our presenters at any time during the presentation in the Q & A feature.
- We may ask our presenters to answer questions throughout the presentation, and we will host a Q & A session after the slide presentation.



Chatting in Zoom Webinar

To ensure all attendees see your comment or question please do the following:

1. Go to “To:” at the bottom of the chat feature
2. Select the down arrow next to “All Panelists”
3. **Select “All panelists and attendees”**
4. The bottom should now read To: All panelists and attendees



PTTC Network

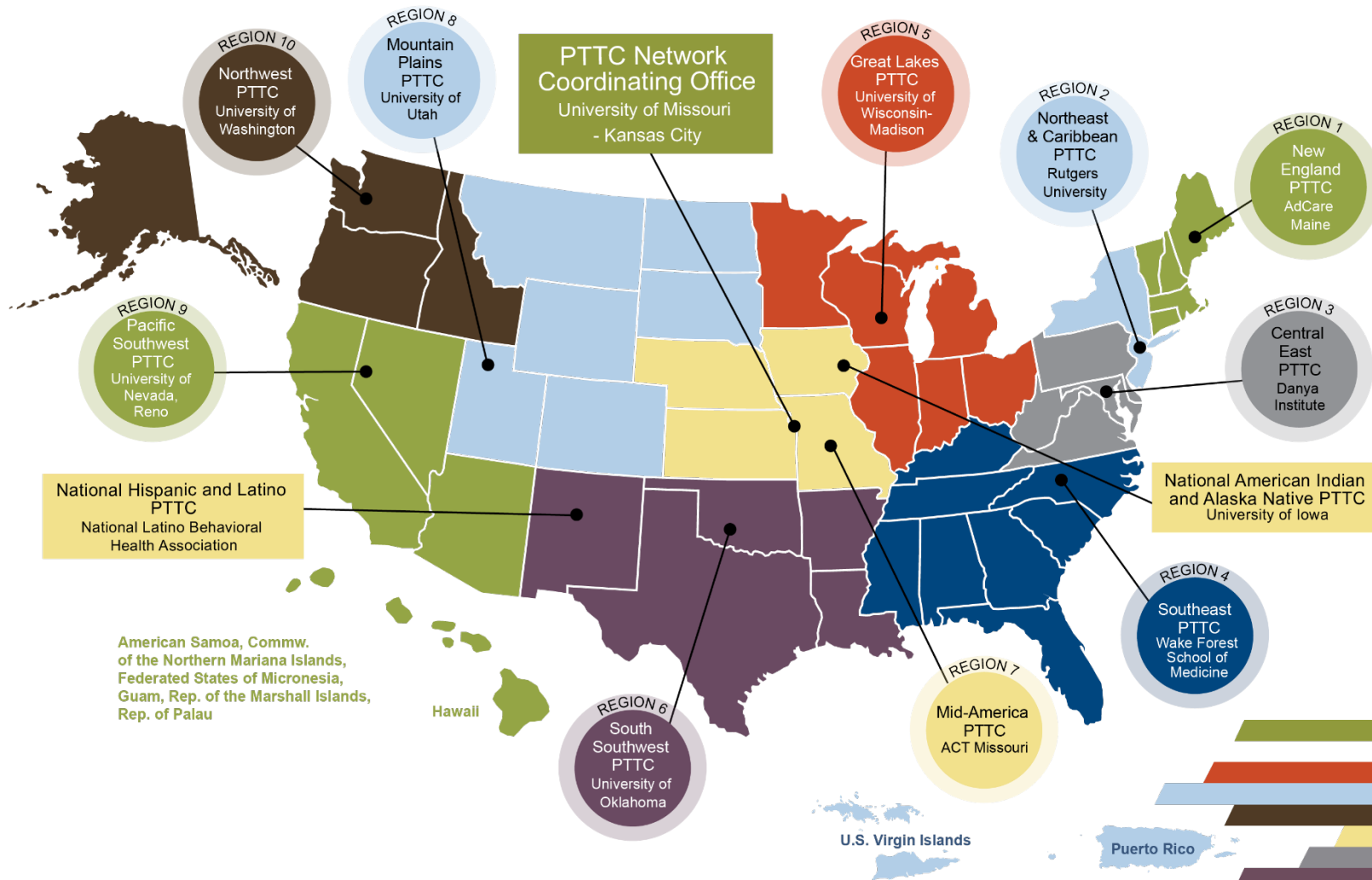


PTTC

Prevention Technology Transfer Center Network

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PTTC Network



PTTC Network



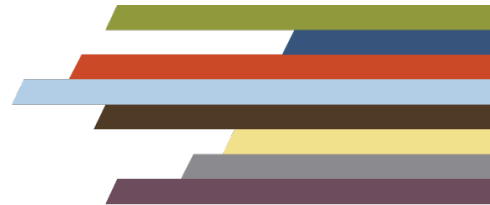
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

 **PEOPLE FIRST.** 

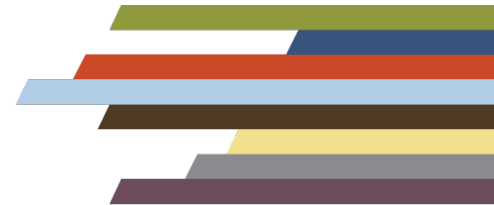
The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Community Coalitions and Collaborators Workgroup

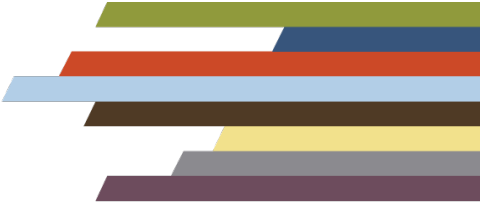


- **Develop** training and technical assistance tools, products, and services on effective community coalitions and collaborations
- **Disseminate** these across the PTTC network
- **Increase the capacity** of prevention coalitions and collaborators to **prevent** substance misuse

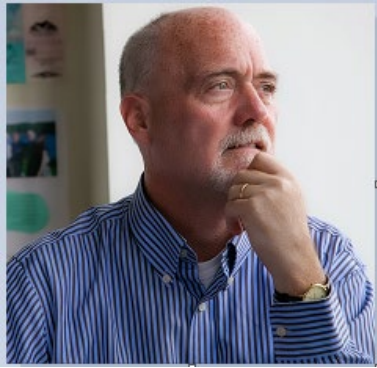


Objectives for today's webinar



- **Discuss** two of the six elements used to achieve intended prevention outcomes
 - **Define** what goal directedness and skills development means for coalition members
 - **Describe** why fostering goal directedness and members' skills is important to coalitions success
 - **Share** two coalition success stories to demonstrate how to foster goal directedness and skill development within your coalition
- 

Today's Presenters



Kevin Haggerty, PhD. MSW
Director Northwest
PTTC



Erin Burnett, BS
Training and
Outreach
Coordinator, New
England PTTC



Kat Allen, MPH
Coalition Coordinator,
Communities That
Care Coalition of
Franklin County &
North Quabbin

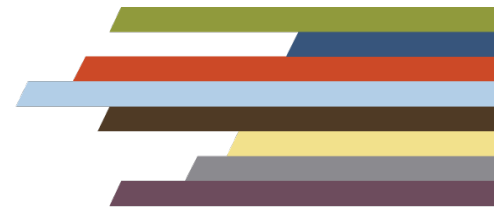


Beth Blakeman, CPS
Director Casco Bay
Create Awareness
Now (CAN)

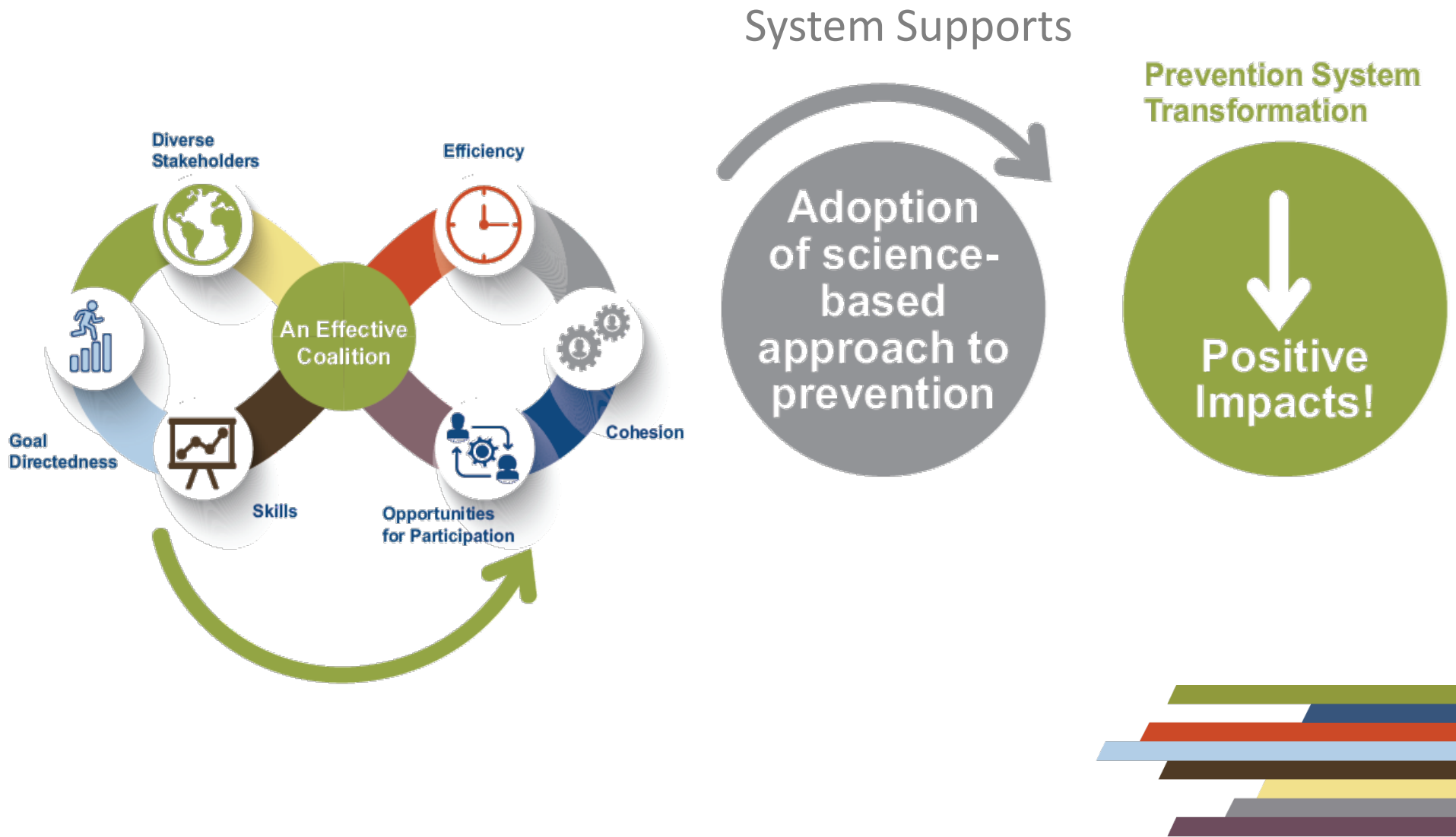


PTTC

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The Conceptual Model of Effective Coalitions



Effective Coalitions

- With complex goals, coalitions need to be effective



Goal-Directedness



Efficiency



**Opportunities
for Participation**



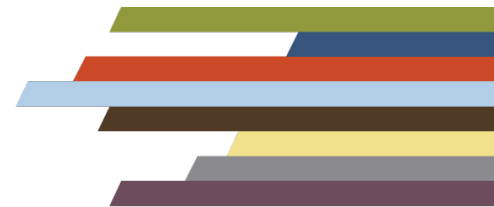
Cohesion



Diverse Stakeholders



New Skills



Goal-Directedness

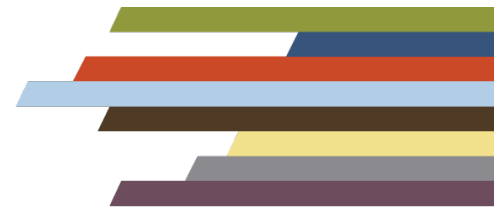
What?

- Coalitions are formed to achieve a common goal or shared vision
- Realistic and action-oriented goals to direct coalition efforts



Why?

- Helps to keep a coalition from getting side-tracked and helps to stay focused on central goals
- Helps coalitions deliver high-quality program implementation to meet the intended need

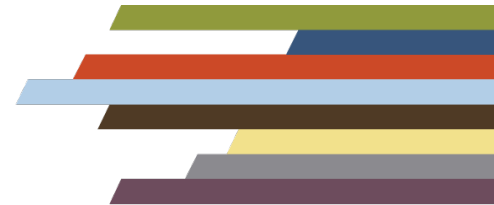


Goal Directedness



How?

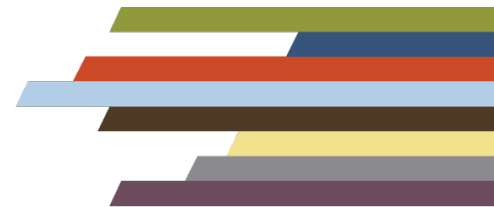
- Having a written plan with short and long term action oriented goals
- Communicating the plan to the community
- Using data to measure progress and monitor and adjust
- Using data to ensure progress toward meeting health disparity goals



In the Chat Box



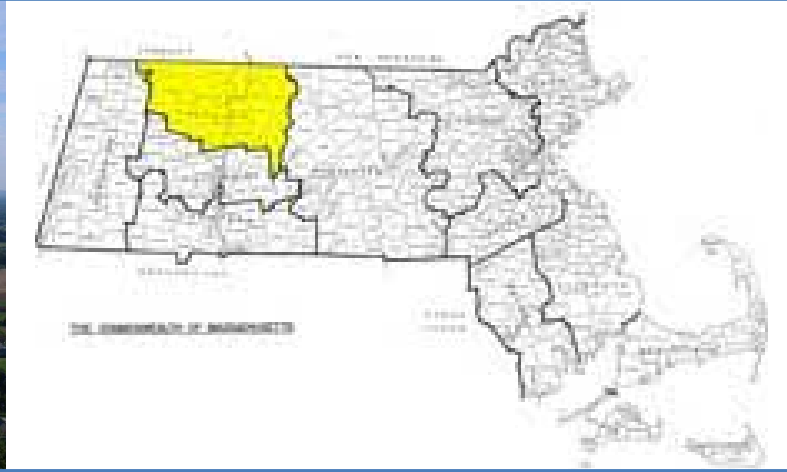
In what ways is your coalition goal-directed?





Featured Coalition

The Communities That Care Coalition of Franklin County and the North Quabbin



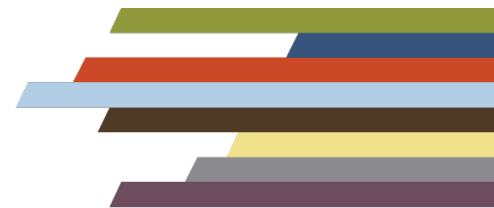
- Purpose: Improve Youth Health and Health Equity
- Goal: Reduce Youth Substance Use & Reduce Disparities in Youth Substance Use
- Intermediate Goals: *Improve Family Management, Improve Parent Attitudes About Substance Use, Improve Community Laws and Norms About Substance Use*

The Communities That Care Coalition of Franklin County and the North Quabbin



How is the element of goal directedness
reflected in your coalition?

- Started with the End in Mind
- Measure & Report Progress
- Adjust Based on Results
- Example: Parent Education → Parent Outreach



Communities that Care

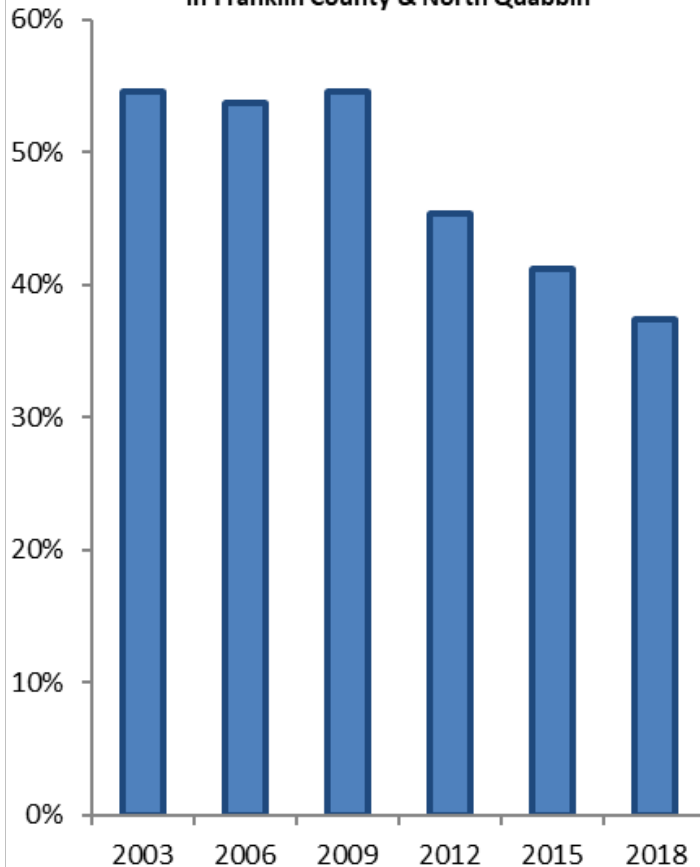
COALITION



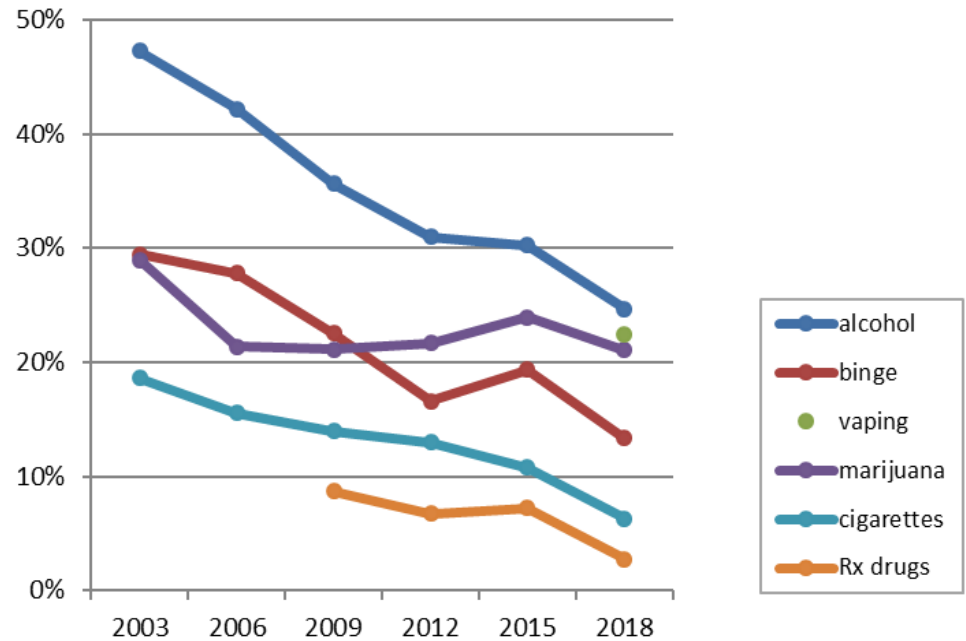
COMMUNITY ACTION PLAN
2020

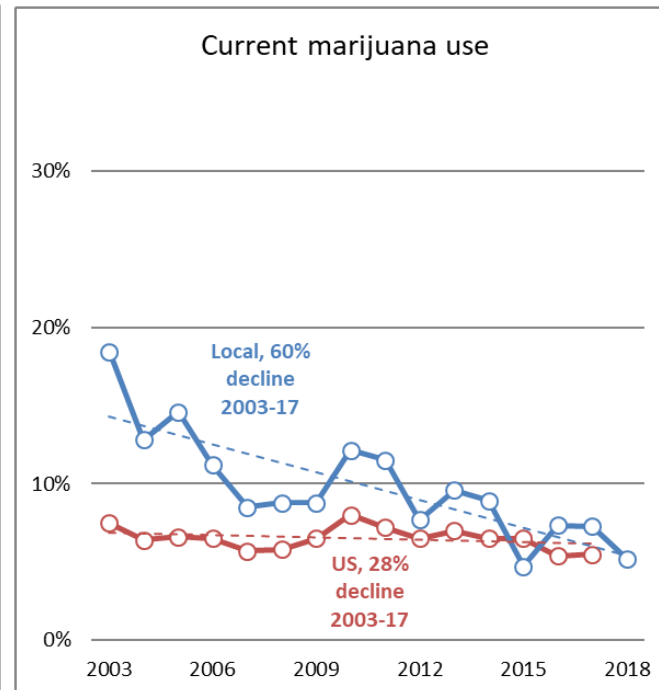
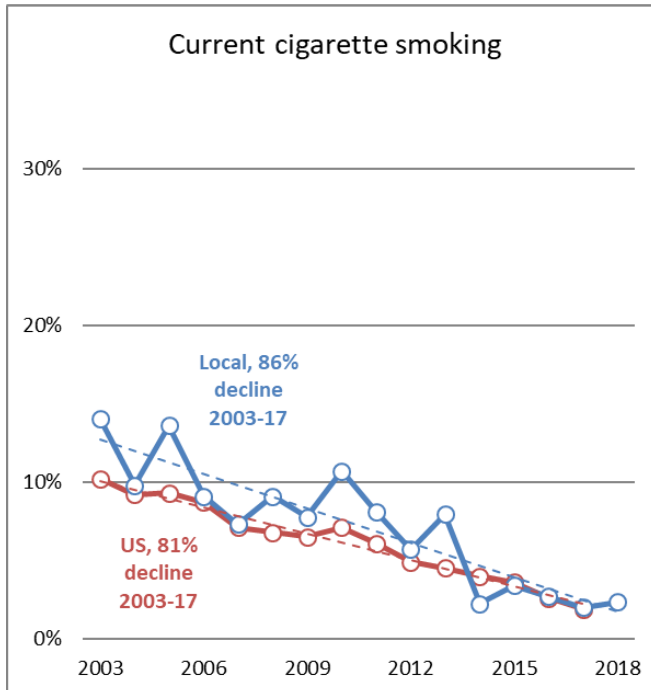
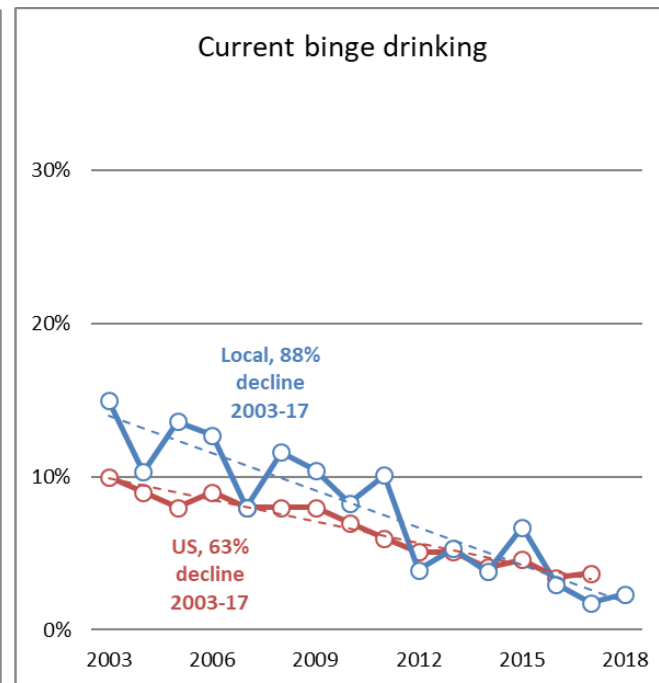
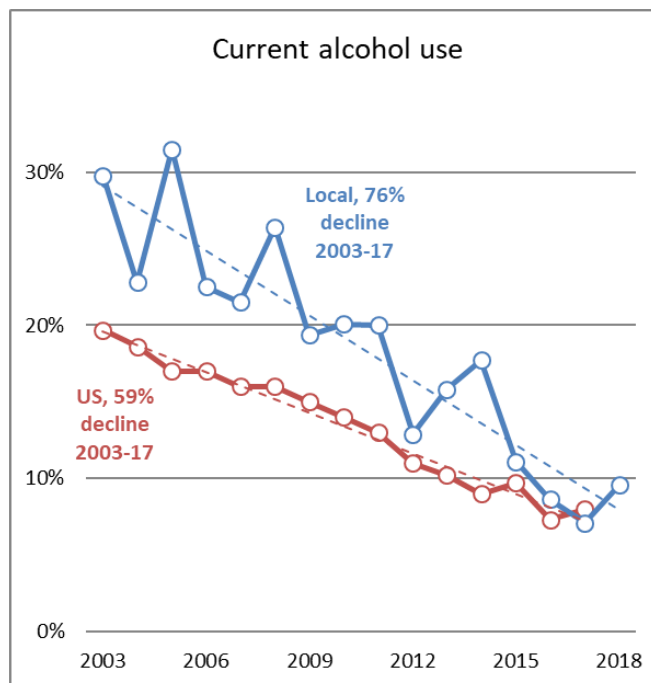
The Communities That Care Coalition of Franklin County and the North Quabbin

Family Management Problems
in Franklin County & North Quabbin

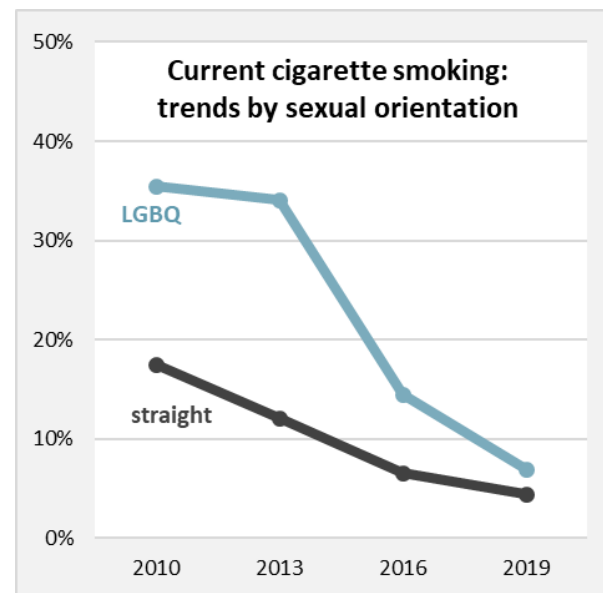
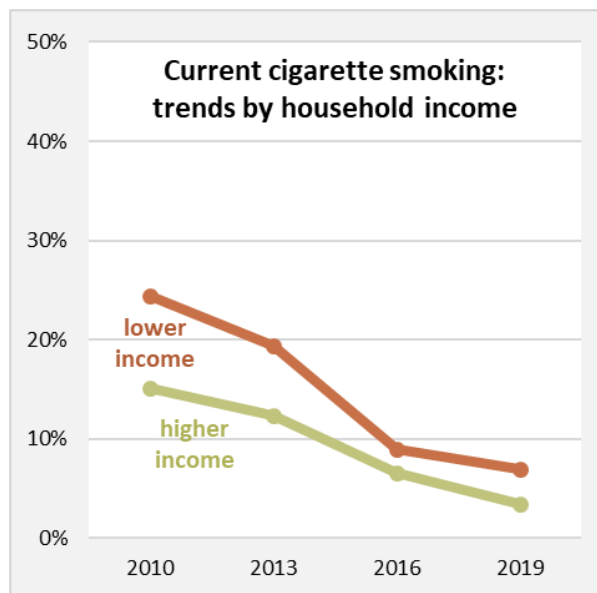
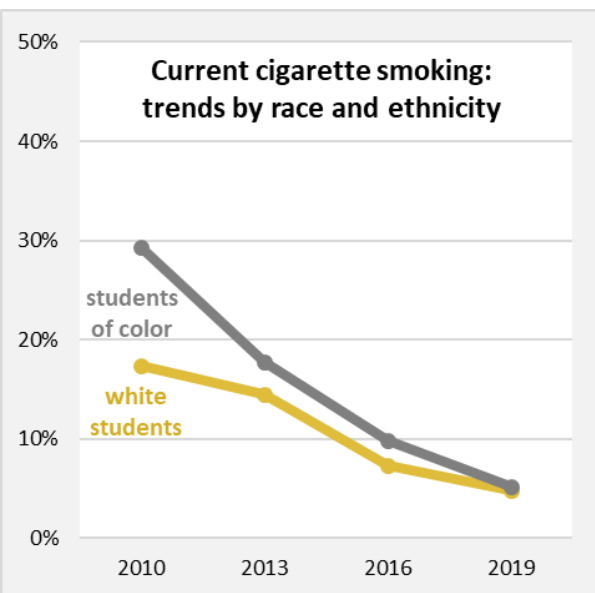
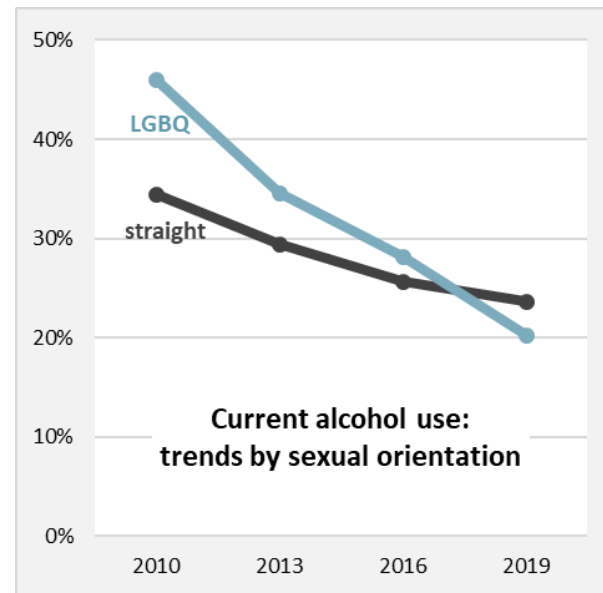
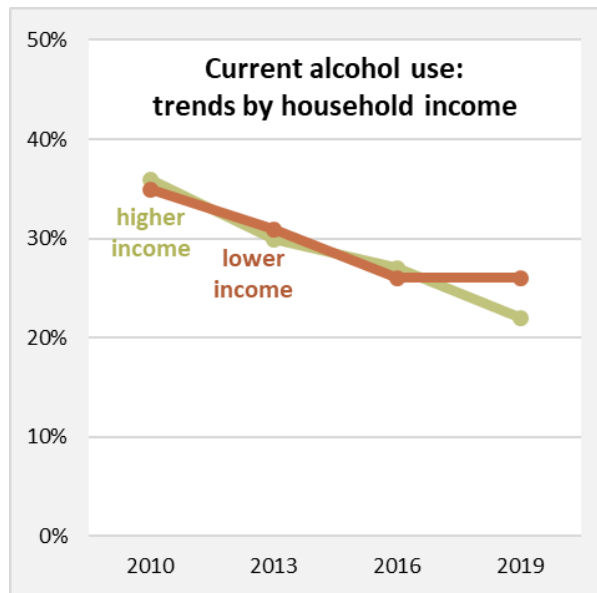
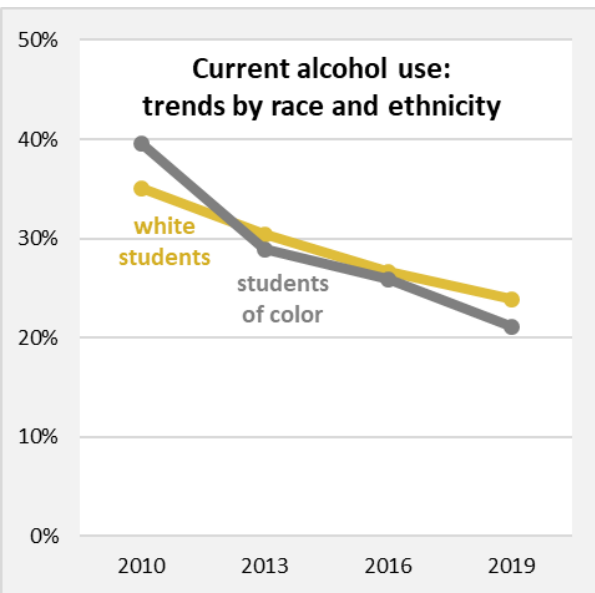


Youth Substance Use
in Franklin County & North Quabbin





Changes in Health Disparities

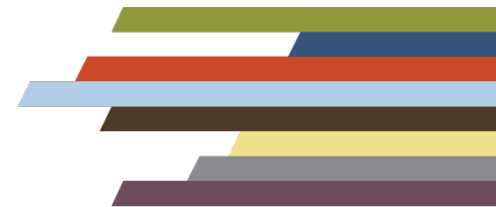


The Communities That Care Coalition of Franklin County and the North Quabbin



In the light of the COVID-19 pandemic how has your coalition continued to stay focused on your goals?

- Look for Intersection of Current Needs and Our Long-Term Goals
 - Adult Alcohol Use
 - Parent Outreach → Online
 - Increased Focus on Racial Justice



Featured Coalition

Q & A

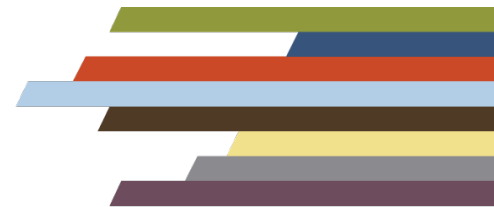
**Ask the coalition
expert!**



Poll #1

Of these 4 things, which is most important for you to focus on in your coalition to become more goal directed?

1. Having a written plan with short- and long-term action-oriented goals
2. Communicating the plan to the community
3. Using data to monitor our progress toward goals
4. Using data to measure progress in addressing health disparities



New Skills

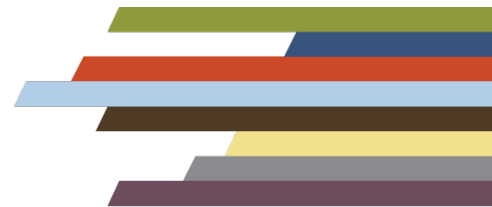
What?

- Having a variety of opportunities for trainings and technical assistance can help build upon and refresh staff and coalition members' skills



Why?

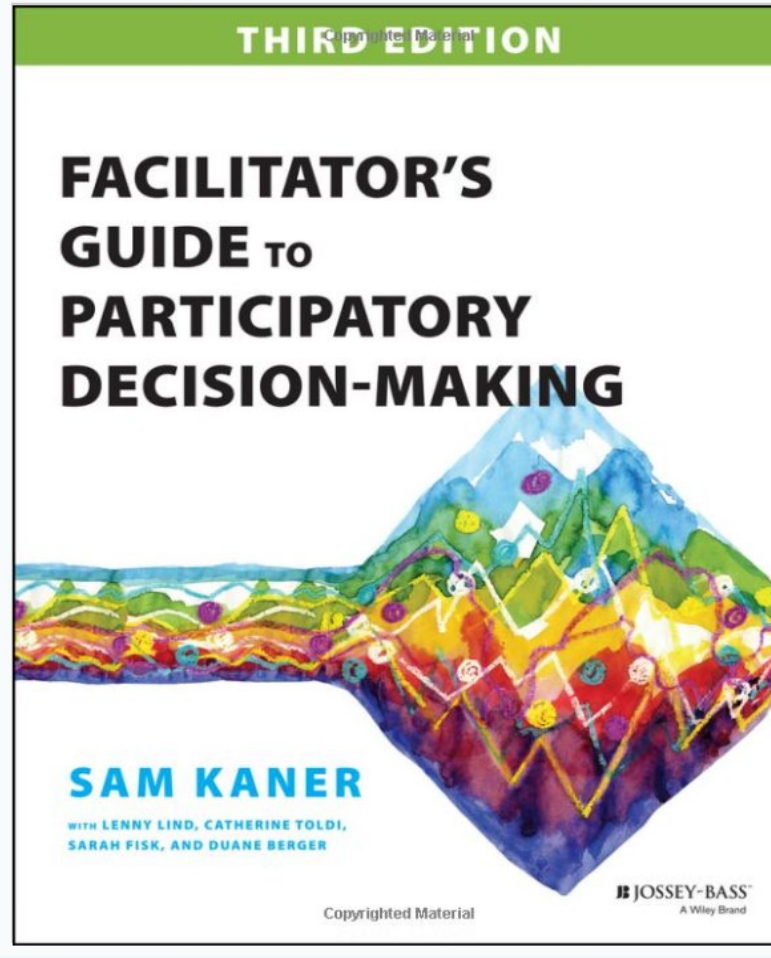
- Increase the effectiveness of the coalition in achieving outcomes
- Promotes member retention and self-efficacy
- Greater coalition accountability
- Solid implementation of prevention strategies



New Skills



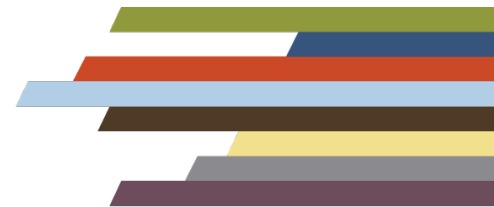
How?



In the Chat Box



What resources do you use to help build new skills in your coalition?





Featured Coalition

Featured Coalition

Casco Bay CAN



- **Coalition Purpose:**

Mobilize citizen involvement and multi-sector collaboration to foster a healthy community environment with norms, policies, and practices that work together to promote positive, drug and alcohol-free development for all Casco Bay youth.

- **Coalition goal:**

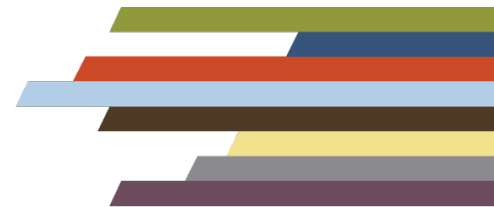
Increase community collaboration to support efforts to prevent and reduce youth substance use.

Reduce youth substance use in the Casco Bay region.

Featured Coalition

Q & A

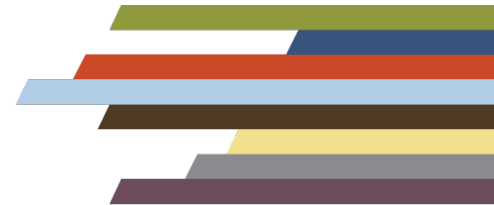
**Ask the coalition
expert!**



Poll #2

How does your coalition let you know what new skills they need?

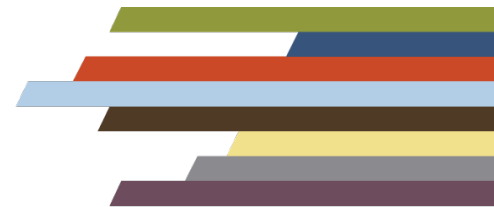
1. Survey
2. Direct-ask
3. Share a training notice
4. Other (type in chat)



Poll #3

How many times during the year do you check-in with your coalition on the new skills they need?

1. Monthly
2. Quarterly
3. Annually
4. Other (type in chat)



In the Chat Box.....

What is one step you can take right away to work towards increasing goal directedness and developing new skills across your coalition?



Six Elements of Effective Coalitions

Efficiency & Cohesion

January 21, 2021

3:00 pm - 4:30 pm Eastern

2:00 pm - 3:30 pm Central

1:00 pm - 2:30 pm Mountain

12:00 pm - 1:30 pm Pacific

11:00 am - 12:30 pm Alaskan



Evaluation

- Please complete a GPRA link sent out in chat!

ttc-gpra.org/GPRAOnline/PCS?e=0099210102&n=P



Additional Resources

- **PTTC Network Community Coalitions and Collaborators Priority Area – webpage**

- Recent webinar materials
- Document on the 6 Elements of Effective Coalitions
- <https://pttcnetwork.org/centers/global-pttc/community-coalitions-and-collaborators-priority-area>



- **Developing Skills**

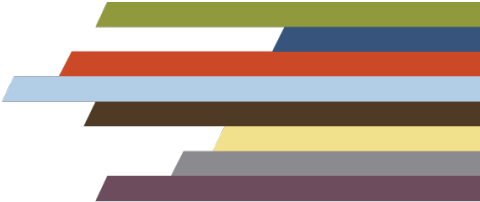
- **Facilitators Guide to Participatory Decision Making.** For A free copy (PDF) of the resources below is provided on the *Community at Work* website: <https://communityatwork.com/downloads/>

- **Goal Directedness**

- [CADCA Implementation Primer: Putting Your Plan into Action](#)

References



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- Kegler MC, Swan DW. Advancing coalition theory: the effect of coalition factors on community capacity mediated by member engagement. *Health Educ Res.* 2012;27(4):572-584. doi:10.1093/her/cyr083
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- Wandersman A, Goodman R. Understanding Coalitions and How They Operate: An “Open Systems” Organizational Perspective.; 1993.
- 

Thank You

A word cloud featuring the phrase "Thank You" in multiple languages and colors. The central and largest text is "thank you" in red. Other prominent words include "danke" in blue, "gracias" in green, and "merci" in orange. Smaller words in various colors include "спасибо", "teşekkür ederim", "dank je", "tapadh leat", "mochchakkeram", "go raibh maith agat", "arigato", "dakujem", "merci", "ευχαριστώ", "terima kasih", "sukriya", "kop khun krap", "grazie", "sagolun", "dziękuje", "hvala", "mauruuru", "bedankt", and "obrigado". The background is white with a horizontal bar at the top and a decorative graphic of colored bars at the bottom right.

спасибо

danke 謝謝

ngiyabonga

teşekkür ederim

dank je

tapadh leat

gracias

mochchakkeram

go raibh maith agat

arigato

lak

dakujem

merci

ευχαριστώ

terima kasih

sukriya

kop khun krap

grazie

sagolun

dziękuje

hvala

mauruuru

bedankt

obrigado